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| **Module code and title:** | Tourism and Society  (MGBBT1TAS) | **Module leader:** | Charles Lee |
| **Assignment type:** | Essay (2,000 words) | **Assessment weighting:** | 50% |
| Submission due dates: | Friday 26th May 2023  by: 2:00 pm | **Feedback Target:** | 3 weeks from submission |

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| **Assignment Overview** | |
| The assignment will enable students to demonstrate their knowledge and understanding of participation and societal issues in the tourism sector. The essay theme is ‘What are the issues around participation in the tourism industry?’ | |
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| **This assignment has been designed to provide you with an opportunity to demonstrate your achievement of the following module learning outcomes:** | |
| LO 1 | Understand and explain sociological theories, principles and practices related to tourism and society. |
| LO 3 | Show an understanding of the issues and debates concerned with equality, access, and participation in tourism. |
| LO 4 | Demonstrate appropriate academic writing skills, referencing and good academic practice. |
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| **Assignment Task and Requirements** | |
| **Participation in tourism**  **WHAT ARE YOU ASKED TO DO?**  **Prepare a 2,000-word essay that demonstrates your understanding of knowledge and understanding of participation, accessibility, and poverty in the tourism sector.**  This essay requires you to include all the following:  **Introduction (300 words)**  Introduce the essay topic:  A discussion of the idea of participation in the tourism sector - why is this topic important for the businesses in the tourism sector and other societal stakeholders, now and in the future?  To provide the discussion, you should   1. provide an overview of the aims of the essay, 2. explain the concept of stakeholders in the tourism sector from an academic point of view, (it is beneficial to give proper definition) 3. briefly discuss why it is now pertinent to evaluate the importance of this concept.   **First core section (600 words)**  Discuss the concept of participation in the tourism sector:  What is it? Why is it important? What barriers are there to fully realise its potential benefits?  To discuss about participation, you should   1. define the concept of participation in tourism, 2. discuss the nature of the interrelationship between participation and societal issues (e.g., can participation in tourism development mitigate relevant adverse effects of societal issues, such as accessibility, equality, and poverty?), 3. evaluate common barriers of stakeholder participation.   In addition to relevant theories and concepts, students may also consolidate research evidence and statistical data to support their arguments.  **Second core section (400 words)**  Examine the interrelationship between concepts of accessibility and participation:  What is accessibility? How is it related to participation?  To examine, you should   1. define accessibility in the tourism sector, 2. offer statistical data to showcase the inadequacy of tourism accessibility, 3. discuss the nature of the interrelationship between accessibility and participation (e.g., can participation help to mitigate relevant adverse effects? In what ways?), 4. comment on the pertinence of further studies and continual monitoring of the interrelationship.   In addition to research evidence and statistical data, students are also expected to apply relevant theories and concepts.  **Third core section (400 words)**  Examine the interrelationship between concepts of poverty and participation:  What is poverty? How is it related to participation?  To examine, you should   1. define poverty in the tourism sector, 2. offer statistical data to showcase the severity of poverty, 3. discuss the nature of the interrelationship between poverty and participation (e.g., can participation help to mitigate relevant adverse effects? In what ways?), 4. comment on the pertinence of further studies and continual monitoring of the interrelationship.   In addition to research evidence and statistical data, students are also expected to apply relevant theories and concepts.  **Conclusion (300 words)**  Give conclusive remarks:  Consolidate your key findings and give overall conclusive remarks – to what extent participation in the tourism sector will continue to be crucial to the social wellbeing, especially with the societal issues discussed?  To provide the remarks, you should   1. pick several key (**NOT** all) findings, defend your choice by explaining their importance, 2. comment and explain your opinions about the future of the interrelationship between participation and the societal issues discussed, 3. comment on the value of continual monitoring the interrelationship.   **Important:**  **Your essay must be based on reliable research and supported with a minimum of 15 different sources. Academic concepts and theories, as well as research findings, must be properly cited in accordance with the CCCU Harvard Referencing Style.**  **Headers, pictures and graphs, bold or italics fonts should NOT be used in the body of the text on academic essays. Should you believe informative diagrams and graphs be useful, please attach them on the appendix.**  **Marking criteria are available separately on the Moodle.**  **Students must attach the cover sheet given onto their essays and complete all the particulars on the cover sheet. The cover sheet is available on the Moodle.** | |

**Indicative resources:**

**Recommended text**

Harju-Myllyaho A., & Jutila, S. (2021). *Inclusive Tourism Futures*. Bristol, UK: Channel View Publications (The Future of Tourism). Available at: <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=2922138&site=eds-live>

Sharpley R., & Telfer, D.J. (2015). Tourism and Development: Concepts and Issues. Clevedon [U.K.]: Channel View Publications (Aspects of Tourism). Available at: <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=903973&site=eds-live>

Yeoman I., & McMahon-Beattie, U. (2020). *The Future Past of Tourism: Historical Perspectives and Future Evolutions*. Bristol, UK: Channel View Publications (The Future of Tourism). Available at: <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=2318673&site=eds-live>

**Academic journal articles and other resources**

Butler, R. (2008). The Concept of A Tourist Area Cycle of Evolution: Implications for Management of Resources. *The Canadian Geographer / Le Géographe canadien*. 24. 5 - 12. Available at: <https://www.researchgate.net/publication/228003384_The_Concept_of_A_Tourist_Area_Cycle_of_Evolution_Implications_for_Management_of_Resources>

Deloitte. (n.d.). *The world has changed: Living with COVID-19, facing up to climate change*. Available at: <https://www2.deloitte.com/content/dam/Deloitte/uk/Documents/consumer-business/deloitte-uk-travel-weekly-insight-annual-report-2021-22.pdf>

Economist Intelligence Unit (2022). *Tourism outlook 2023: Turbulence in the travel industry*. Available at: <https://www.eiu.com/n/campaigns/tourism-in-2023/>

Edusei, A. K., Aggrey, S. M., Badu, E., & Opoku, M. P. (2015). Accessibility and Participation of Persons with Disabilities in Tourism: Perspective of Tourism Workers in the Ashanti region of Ghana. Disability, *CBR & Inclusive Development*, 26(3), pp. 97–110. <https://doi.org/10.5463/DCID.v26i3.431>

Fabeil, N. F., Pawan, M. T., Bagul, A. H. B. P., Marzuki, K. M., Kogid, M., & Janin, Y. (2022). Rural Tourism as a Means of Poverty Alleviation: A Study of Kiulu Farmstay in Sabah. *Global Business & Management Research*, 14, pp. 16–25. Available at: <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=ent&AN=160657491&site=eds-live>

Grobelna, A., & Skrzeszewska, K. (2019). Seasonality: Is it a problem or challenge facing future tourism employment? Implications for management. Journal of Entrepreneurship, *Management & Innovation*, 15(1), pp. 205–230. <https://doi.org/10.7341/20191518>

Mehdi, S. A. (2019). Tourism Visitor Export, Income Generation and Employment Capacity: A Comparative Analysis of the Tourism Industries of India, China and Malaysia. *IUP Journal of Entrepreneurship Development*, 16(2), pp. 42–55. Available at: <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=ent&AN=139514970&site=eds-live>

Puig-Cabrera, M., & Foronda-Robles, C. (2020). The Phenomenon of Tourism Poverty Trap: Is It Possible that Tourism Breaks the Vicious Circle of Poverty in Emerging Destinations? *Journal of Poverty*, 24(4), pp. 334–353. <https://doi.org/10.1080/10875549.2020.1716916>

Witchayakawin, P., Aziz, Y. A., Mahomed, A. S. B. B., & Abdullah, N. H. B. (2022). Comparing Stakeholder Participation in Community-Based Tourism (Cbt), Examples from Thailand. *GeoJournal of Tourism & Geosites*, 41(2), pp. 531–540. <https://doi.org/10.30892/gtg.41226-860>

World Travel & Tourism Council. (2021). *Trending in travel: Emerging consumer trends in travel and tourism in 2021 and beyond*. Available at: <https://wttc.org/Portals/0/Documents/Reports/2021/Trending_In_Travel-Emerging_Consumer_Trends-231121.pdf>